Plaintiffs’ Exhibit 5
Tab 3
Campaign Kit
FALL 2006

The Student PIRGs
Make them pay attention to us.
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NEW VOTERS PROJECT - OVERVIEW

• Campaign Overview
• 2004 and 2005 Results
• Elements of the New Voters Project Campus Campaign
• New Voters Project Campaign Goals
• Message
• Campus Campaign Structure
The New Voters Project is a non-partisan campaign dedicated to increasing voter turnout among 18-24-year-olds. We started the campaign in 2003 with help from the Pew Charitable Trusts and the George Washington University Graduate School of Political Management. We launched the campaign for two big reasons. First, democracy is strongest when citizens participate and for too long, young people haven’t been full participants. Second, we believe the best way to get political leaders to pay attention to young people and their issues is to demonstrate that young people are a viable constituency that can be mobilized. By increasing the number of young people voting in a big way, we’ll be able to make sure that our issues are addressed and that politicians start taking young people’s opinions seriously.

In 2004, the New Voters Project became the largest grassroots youth voter mobilization effort in this country’s history. Our work helped turn the tide on declining youth voter turnout. In 2004, youth turnout increased to 47 percent - an eleven percentage point increase over 2000 - with an astonishing 11.5 million 18- to 24-year-olds casting ballots. (The Youth Vote 2004, CIRCLE, The Center for Information and Research on Civic Learning and Engagement, www.civicyouth.org) In 2005, we nailed it again, turning-out amazing numbers of young people in the two gubernatorial elections. In our NVP targeted areas, the youth vote increased by more than 19% in New Jersey and by more than 15% in Virginia compared to the last gubernatorial election in 2001. This is at the same time that voting among all other age groups declined. (Based on CIRCLE analysis of raw voting data, www.NewVotersProject.org)

Young people have been active for a while, but 2004 and 2005 have started to show how involvement carries through to the voting booth. We’re making progress, but two elections are not enough to convince politicians that they need to prioritize young people. To do that, we’ll have to continue voting in record numbers, which is what this year’s New Voters Project is all about.

**Problem & Solution**

Young people today are involved and paying attention to politics. In 2005, an all-time high of 83.2 percent of college freshmen reported that they volunteered at least occasionally during their high school senior year. (UCLA Higher Education Research Institute, “The American Freshman: National Norms for 2003–Official Press Release” http://www.gseis.ucla.edu/heri/03_press_release.pdf) In the last big election cycle, more than 81 percent of college students surveyed said they had followed the presidential election closely. (September 2004 MTV/CIRCLE poll)

Despite this, the politicians are still not taking our generation seriously as a political force. Even though 73 percent of 18-30 year olds surveyed report that they plan to vote in 2006, the election advertisements and campaigns are still operating the same old way. (Young Voter Strategies, June 2006. www.youngvoterstrategies.org) They’re running their races the same old way, the ads, the news about this candidate and that candidate. And it is the same old issues: social security, property taxes and prescription drugs.

If they only started talking about our issues, they’d start to get our votes. There are a lot of
important things going on right now that affect our lives too: getting a good job, paying for college or deciding what happens with the war in Iraq. It’s not like we all have the same opinion on this stuff, but we do need the candidates to pay attention to these issues and to pay attention to us if we’re going to vote. The only way to get their attention is to turn our political interest and volunteerism into people at the voting booth. This fall, we’ll do just that – registering and turning out to vote this November in massive numbers.

In 2004 and 2005 we proved that large-scale peer-to-peer voter registration and Get-Out-The-Vote work can get young people to vote. But two years of increased turnout apparently isn’t enough to change the minds of thousands of candidates, their campaign managers, and the pundits on TV. To change the way candidates and their campaigns think, we have to vote in record numbers again. We can make that happen. We’ve done it successfully before, and, because our work is backed up by studies by Yale Professors Don Green and Alan Gerber, we know we can replicate it. Again and again and again.

A couple of research points focus our efforts. Most importantly, their research has shown that peer-to-peer personal contact can potentially affect turnout by 5 to 10 percentage points among registered voters. (Green and Gerber, http://www.yale.edu/vote) Contacts need to be eligible voters, so the first step in achieving an increase in turnout is a large scale voter registration effort. Right now, only 53 percent of all eligible young people are registered to vote. When young people do register with a peer, they’re 62 percent likely to vote – so drives run on campus have a big impact. (New Voters Project estimate) It’s these statistics that helped us develop our plan to contact 150,000 young people in the last two weeks of the election.

In the end, our bottom line goal is to increase the number of voting young people. This is a non-partisan campaign, so how these individuals vote is not our concern. It’s who votes, not how they vote that will make the biggest impact. The New Voters Project will reach out to all young voters without regard to their political affiliations or inclinations. Non-partisan efforts like these have already begun to turn the tide – but we’ve been this close before. The huge increase in youth voter turnout in 1992 was followed by a return to the low-turnout status quo in 1994. Our ability to get the politicians to pay attention to us year after year lies within the increase in turnout on November 7th.
ELEMENTS OF THE NEW VOTERS PROJECT

It’s not the hand that signs the laws that holds the destiny of America. It’s the hand that casts the ballot.

Harry S. Truman

In order to get politicians’ attention, the New Voters Project uses a two pronged strategy. First, we engage young people through the people they trust the most – their friends and peers. Second, to make sure that candidates pay attention when we do vote, we work to make our campaign visible on campus, with candidate campaigns, and in the media. In the short term, it’s these two strategies that will help us win.

In the long term, we need to have loftier goals – we need to make registration and voting an institutional part of the campus community. Part of that means convincing our campuses to prioritize voting as part of their curriculum. An equally important part is starting permanent on campus programs that can train and develop student leaders to run these campaigns.

Vote volunteers will employ a number of tactics to make our campaign successful. We’ll focus most of our energy in the following ways:

Voter Pledges
Throughout the campaign, one challenge is to identify potential young voters and get them focused on the upcoming election. Voter lists, the things that traditional campaigns rely on, can’t keep up with young people as they move from place to place. We’ve come up with a better way – our voter pledge identifies the students that are planning on voting, and gets them committed to turn out for the upcoming election.

Asking people to pledge to vote also allows you to build your volunteer and GOTV list, which is crucial to making sure we meet our goals. We run two voter pledge drives – once during the first couple of weeks of school to identify voters and find volunteers, and again right before the Election Week push, to build momentum for our GOTV campaign and build our phonebank list for the final push.

Voter Registration
There is no more effective way to turnout voters than to register them. 62% of the people we register to vote will turn out. Our approach relies on a team of committed volunteers, interns and student groups that employ three major tactics: tabling, class/group presentations, and door-to-door canvassing. Throughout this process, we will collect the information from the completed voter registration forms, which will be added to a central database and used for the get-out-the-vote efforts.

Get-Out-the-Vote (GOTV)
While we’ll focus on GOTV at the end of the election, it starts on the 1st day of the campaign. The voter pledges, the registration, visibility, and media all builds up to turnout voters in No-
November. In the final two weeks of the campaign, all of that build up turns into a huge outreach effort that can significantly boost voter turnout on your campus. We’ll use a number of peer-to-peer strategies to make it happen, including a door-to-door canvass of on-campus and other student housing and student-run phone banks.

**Building Coalitions**

A key part of our ability to reach the entire campus is to build a campus-wide coalition with student government, student groups, faculty, administrators and community groups. Because our effort is about all young people and about voting in general, there’s no group or person that can’t get involved and make an impact. When building your coalition, be careful to give groups meaningful roles – have them set goals for voter registration and GOTV, have them choose the tactics that best fit their own goals and organization. In general, the more specific their role, the more likely they are to be able to contribute.

**Institutional**

One priority of the New Voters Project is to ensure that voter registration and voting become an integral piece of being a student. We will build partnerships with campus administrators and urge them to promote our efforts on campus and provide access to campus offices and services that will capture large number of students. Examples of institutional programs include registration during student orientation or dorm move in day and working with the registrar to get a polling location on campus.

**Media & Visibility**

Our work is more effective when we’re visible—politicians pay even more attention when our campaigns and our votes are covered in the media. We will cover the campus with visible registration and voting reminders. Working with the campus and community media outlets, organizers will work to get extensive coverage of the campaign’s efforts, while also educating students about the election and urging them to participate. In addition, the New Voters Project will set up voter information booths, host events, and send emails to provide individuals with non-partisan information about the election.
NEW VOTERS PROJECT
CAMPAIGN GOALS

After the successes of the past two years, we need to make sure that young people continue to turn out to the polls, showing politicians that the youth vote is here to stay. This year the student PIRGs New Voters Project has set out to register more than 70,000 18 to 24 year olds before November 7th in nearly 20 states. We'll be working to register voters in NM, MD, WA, MO, IN, CT, ME, NH, CA, AZ, WI, CO, IA, NJ, MA, OR, NV, RI, and OH. Once registration deadlines pass, we'll be working to contact registered voters. Through phone calls, canvassing, tabling and other tactics, we'll contact more than 150,000 registered young voters.

2006 is a tipping point year for our efforts – if young people turn out in record numbers again like they did in 2004 and 2005, politicians may start seriously rethinking how they run their campaigns. They actually might target the youth demographic.

Of course, turning out will only happen if we get cracking – across the country we plan to register 70,000 young people to vote and we plan to contact 150,000 young people leading up to Election Day.

As part of our efforts, we'll get attention through the media as well as our grassroots action – we'll get 140 media hits as well.
CAMPAIGN MESSAGE

New Voters Project staff spent a considerable amount of time testing different issues and messages to motivate young people to register and vote. The story is simple one - “make them pay attention to us!”

The key pieces of the message/story are:

- Campaigns are happening as usual and they are the same old thing (Medicare, soc security)
- It is no wonder: in the last Presidential election, barely one-third of young people voted, compared to more than 70% of senior citizens
- There are issues that WE care about, that affect OUR lives (insert relevant local issue here)
- We can make them pay attention to us.
- Register and vote and tell your friends to do it too

This message makes a lot of sense from our research. After conducting polls, testing messages and working with pollsters, we learned that young non-voters feel like politics and campaigns are not relevant to their lives, so we recognize that in our messaging. We then build on the premise that the attention deficit from politicians is a direct result of the voting deficit by young people. Next we talk about the issues that DO affect our lives.

Rather than attempting to force a link between voting and political change on our issues, the New Voters Project has opted to build a different story. We don’t promise that youth voting will have a particular outcome with respect to the issues that affect this demographic, but the campaign does offer the idea that we can generate more attention to these issues and our voices. It’s not realistic to promise that voting will make an immediate impact on those issues, but it does make sense that if we vote, candidates will start paying attention to our votes and the issues that drive our decisions of who to vote for.
NEW VOTERS PROJECT
LEADERSHIP POSITIONS

This is a big project. To meet our goals we will need to hire interns, engage volunteers, and build a strong coalition of groups each of which will commit to a set number of campaign hours and responsibilities in order to reach the overall campus goals. They will be involved in the registration drives (tabling, class/group presentations, and door-to-door canvassing), get-out-the-vote drives, visibility campaigns, and more. Below is a suggested way to organize your campaign.

Overall Campaign Coordinator
Goal: meet voter registration and turnout goal.

The Overall Campaign Coordinator will coordinate the entire project, running weekly project meetings, identifying and training coordinators, facilitating planning and strategizing, and pushing to meet the project’s goals.

Coalition Coordinator
Goal: to build the campus coalition of student groups, administrators, faculty and community leaders.

The coordinator recruits other coordinators to work with specific group types (administrators, student groups, etc) creates the relationships with the key leaders of student organizations and gains their commitment to the campaign. S/he holds regular coalition meetings to maintain these relationships and ensure that commitments are met. Part of their goal will be to register and mobilize students through group raps.

Class Rap Coordinator
Goal: to develop relationships with professors to set up class presentations that recruit new volunteers, register voters, create on campus visibility, and to mobilize students.

This is typically the way you meet 50% of your registration goal. The coordinator will be responsible for recruiting 2 to 4 daily coordinators who will ensure that volunteers administer the class presentations.

Dorm Coordinator
Goal: to register and turnout on campus residents through a dorm operation.

This is typically how you meet 10% of your registration goal. This structure only works if the dorm coordinator and recruit, train and coordinate with a series of “dorm floor captains” from each floor of each dorm that will do the registration. Each dorm building will need an overall building coordinator in addition to the floor captains. When done right, you’ll knock on every door of every floor of every dorm with a resident that knows everyone that lives there. This sort of operation leads to the best registration rates and very high turnout rates as well.

Tabling/Events Coordinator
Goal: to register and turn out students by setting up visible and active tables/events around campus and by attending on campus events. Typically, this will be 40% of your overall registration goal.
This person will be expected to sign up for on-campus tabling if necessary and to attend or co-sponsor events throughout the fall. To do so, the tabling and events coordinator will need to recruit 1 events coordinator for each campus event, daily and hourly tabling coordinators, and will also need a large number of volunteers to commit to events and tabling hours.

**Phone-Bank Coordinator**

**Goal:** two things, one is to ensure that all new volunteers are contacted immediately after they express interest to get them involved with the campaign. Two, the phonebank coordinator is responsible for meeting the phone part of the Get-Out-The-Vote campaign. These can be two positions.

This coordinator will work together with other coordinators to determine where the campaign requires manpower. The phone-bank operation will require nightly phone-bank coordinators and shift coordinators that recruit and train volunteer callers.

**Institutional Coordinator**

**Goal:** to build relationships with campus administrators and student leaders to garner their support for institution voter registration and mobilization programs.

S/he will determine the most feasible programs for the particular campus (through campus services, RAs, etc.) and establish the systems necessary to execute these programs. In addition, this person will provide trainings for administrators and campus employees who will be registering students through the institutional programs. Finally, the institutional coordinator will set up systems of accountability and form collection on a regular basis.

**Visibility Coordinator**

**Goal:** to run a visibility campaign that guarantees every student will hear or see the New Voters Project message 5 to 10 times prior to the election.

This will be accomplished through campus flyers, posters, and banners as well as through campus and local media outlets. The coordinator will be responsible for establishing relationships with the campus newspapers and radio and TV stations to ensure coverage of campaign events and activities. To get all this work done, the Visibility Coordinator will need to recruit a series of other leaders, including a media coordinator, an email coordinator, a flyer/banner coordinator, and a voter information booth coordinator.

**Lists/Logistics Coordinator**

**Goal:** to ensure that all systems are in place to run an effective voter registration and get-out-the-vote campaign on campus.

This person will see to it that all completed voter registration forms are entered into central database system on a nightly basis. The coordinator will ensure that forms are turned into the county clerk twice per week. He/she will see to it that
each team has voter registration forms and other materials necessary to run the drive. To make it all happen, the Lists Coordinator will need to recruit a crack team to coordinate different data-basing tasks, be responsible for returning forms to the registrar, and prepare materials. This team will perform a multitude of administrative tasks to ensure that all aspects of the campaign are allowed to run smoothly.

Get-Out-The-Vote Coordinator

Goal: to run the outreach campaign that reminds every student in our database and on campus to vote through a major phonebank, door-to-door canvassing, tables on campus, special events, emails, dorm storms, and the like.

This is a substantial role. The GOTV coordinator will plan out the education events, dorm outreach, phonebanks, and tabling events needed to reach our turnout goals. They will work closely with other coordinators, and will need to recruit a team of coordinators to run different sections of the outreach effort – including planning special events, giving students free rides to the polls,

All coordinators will be responsible for assisting in recruitment efforts and will also be asked to train new volunteers/interns so that all individuals involved in the campaign understand and utilize the campaign message and the responsibilities associated with a given activity.
HOW TO: STEPS TO AN EFFECTIVE CAMPAIGN ON CAMPUS

• Setting Your Goals
• Making your Plan
• Run a Voter Registration Drive
• Run a Get out the Vote Drive
• Make the Campaign Visible
• Build a Coalition
• Set up Institutional Programs

This section will provide the tools necessary to execute each aspect of the campaign, including how to recruit a strong volunteer base, build a strong coalition of campus student groups, institutionalize lasting voter registration programs, run a successful registration drive, mobilize registered students on Election Day, and create a visible campaign on campus. The organizer will need to recruit and train strong students to assist in administering each of these pieces.
SETTING YOUR GOALS

Before you spring into action, you need to set your goals so you know what you’re aiming to accomplish on campus.

Steps to keep in mind:
Set a goal that will have meaning to the campus, the candidates, and your volunteers
Our work can have an impact on elections. In some races, the number of new student voters can make the difference on who is elected. In some places, an increased student voter turnout will mean that young people are the largest voting group in a district. In some races, if you register and contact enough voters you can increase youth voter turnout by 5 or 10%.

Whatever your goal, it needs to relate the campaigns in your state. Avoid just picking a number because it’s something you’ve done before, or because it’s a nice round number.

A good example of a meaningful goals is in Arizona. At Arizona State University, students are going to register 1600 student and turn out 1000 new student voters. In 2004, their legislator only won their district by 943 votes, so if they meet their goals students would be literally changing the outcome of the election.

Break down your goal with rates learned from past campaigns
Over the last 20 years, we’ve learned from our mistakes and successes, we’ve studied our tactics, and we’ve developed a set of rates that can predict our impact. This is important – since we now know what happens when someone gets called about the election, or what happens when someone registers to vote, we can use those rates to tell the community about our impact. That gets their attention. Use these rates to break down your meaningful goal into different tactics. This allows you to figure out what you need to meet your goal and it allows you to quickly understand what parts of your campaign to emphasize to have the biggest impact.

Some quick explanations about the rates:

GET-OUT-THE-VOTE:
• Voter registration: studies show that of the people that are registered to vote, 62% of them vote. So one thing we know is that 62 out of every 100 people we register will turn out to the polls on average.

Another thing we know about registration – half of all 18-24 year-olds are currently registered, many of them re-register every year because they move. For every two people the New Voters Project registers, 1 of them will be a new voter. Based on these two numbers, we can set the impact of just our voter registration.

• Phonebanking: studies show that every contact we make about the election boosts voter turnout

Resources to figure out your goal:
The Center for Information and Research on Civic Learning and Engagement
www.civicyouth.org
The New Voters Project
www.newvotersproject.org
Young Voter Strategies
www.youngvoterstrategies.org
by 4%. Use this to measure the number of new voters you’ll turn out via the phone.

• Canvassing: studies show that every face-to-face contact at the door boosts voter turnout by 8-12%. Use this to measure the impact of your door-to-door canvasses.

• Tables: there are no perfect studies on GOTV tabling, we think that every contact at a table is a little better than the phone, but not as good as a door – so we predict 6% increase in voter turnout from tabling.

VOTER REGISTRATION:
• Tabling: in 2004, we averaged getting 4 people registered per hour of volunteer tabling.

• Class Raps: in 2004, on average, 7% of the class will fill out a voter registration card.

• Canvassing: when going door-to-door, your rates will vary depending on the density of young people in the neighborhood you’re canvassing. When you’re canvassing in the dorms, you can expect to register 10 people an hour, when you’re canvassing in neighborhoods, you can expect to register 5 people an hour.

Use the goals worksheet on the following page to set your goals for 2006. A couple of things you’ll need to find out before you get started:

• What was the voter turnout percentage in 2002? Once you know that, you can figure out how you want to set your turnout goal.

• How many people voted in 2002? When you know this number, you can figure out what percentage of the overall vote your efforts will impact.

• What was the youth voter turnout in 2002? What percentage of the total voting population is young people? When you know this, and you compare it to the total turnout numbers, you can figure out your goals, and how to compare them to the rest of your community or your state.
YOUR OVERALL TURNOUT GOAL: __________

BREAK IT DOWN:

VOTER REGISTRATION (62% of people you register will turn out to vote on average)

Registration Goal: __________ x .62 = __________ # students who will turnout

53% students are currently registered, so 47% of registered voters in our drives are new voters.

Your # of students who will turnout: __________ / .47 = __________ # of new students from voter registration.

PHONEBANKING (each contact over the phone increases turnout by 4%)

Phonebanking Goal: __________ x .04 = __________ # of students who will turnout

CANVASSING (each door-to-door contact increases turnout by 10%)

Canvassing Goal: __________ x .10 = __________ # of students who will turnout

TABLING (we think each tabling contact increases turnout by 6%)

Tabling Goal: __________ x .06 = __________ # of students who will turnout

YOUR OVERALL REGISTRATION GOAL: __________

BREAK IT DOWN:

% of Cards through Tables (usually 40%): __________ Tabling Goal: ______

% of Cards through Class Raps (usually 50%): __________ Class Rap Goal: ______

% of Cards through Dorms/Doors (usually 10%): __________ Door Goal: ______

Tabling (you will register 4 voters per hour)

Tabling Goal: _______ /4 cards per hour = _________ hours of tabling

CLASS RAPS (7% of each class will register to vote)

Class Rap Goal: _______ / .07 = ___________ # of students to reach/average class size =

_________ number of classes to rap

CANVASSING (you will register 5-10 voters per hour. 5 for neighborhoods, 10 for dorms)

Canvassing Goal: __________/ 5-10 cards = _________ hours of canvassing
MAKING YOUR PLAN

After you've set your basic goals, it's time to make your plan. There will be four elements to your plan: Voter Registrations, Get Out the Vote, General Visibility, and Institutionalization.

I. Voter Registration

Based on previous experience, here's how a typical campus can meet their voter registration goals:

A. Tabling

You can probably meet 40% of your registration goal through tabling. That doesn't mean weeks and weeks of tabling on the quad with 2-3 volunteers at a time. This is less effective, tires out volunteers and is not so fun. Instead, we recommend focusing on campus events like concerts and lectures, and a 3-5 day “blitz”, in which you concentrate every volunteer you have on the campus for the week.

1. Big campus events, such as concerts and big-name speakers. Assume that you can get 20% of your tabling goal from big events. We suggest that you contact the freshman orientation program, the student programming board, and other big event organizers, and work with them to make sure that you can have a big presence at these events. Think big: let's say Green Day is playing on campus – ask to have a big table and banner in the venue with lots of volunteers, and that either the band or the person that introduces the band repeatedly highlights the table and urges the crowd to register to vote.

2. A “blitz” 3-5 days before the voter registration deadline. You can probably meet 80% of your tabling goal from a blitz. The idea here is to concentrate your efforts into a few days in which there are so many volunteers that the average student will be asked to register to vote at least four times. If done right, you can meet half of your goal on the first day, 3/4 of your goal on second day, and be finished on the third day. This is a pretty big job, so we've broken this down more for you at the end of this memo.

B. Class Raps

You can probably meet 50% of your registration goal from class raps. Many professors will allow you to make a short presentation, hand out voter registration forms, and collect them during the first 5-10 minutes of class. On commuter campuses, you should get more than 50% from class raps. Typically, 7% of the students in a class will probably register.

Two things to note about registering people in classes. First, make sure volunteers are religiously checking each form they get from classes – because it’s happening wholesale, it’s harder to make sure you’re gathering complete forms. Second, know that when you’re doing registration in classes, you won’t succeed in recruiting people as well. If you want your raps to recruit people, you’ll need to one rap that is focused *just* on recruitment and then another *just* on registration. That’s OK, just put it in your plan.

C. Dorm Operation

You can probably meet 10% of your registration
goal from a dorm operation, in which you build a network of dorm residents who canvass their floors. You can also use this dorm network to help remind people to vote right before the election.

Since many schools only allow dorm residents to go door to door in the dorms, you need to set this up accordingly. This works best when you recruit dorm residents to be responsible for their individual floor (floor captains), and assign one of those floor captains to also be responsible for meet the goals of the entire building (building captain).

D. Canvassing Door-to-Door
This can be 10% of your overall goal or it can be in addition to the other three tactics to allow you to register even more people to vote. You’ll reach a different population when you canvass student heavy neighborhoods, so it can be worth it. If you use this tactic, it can be up to 10% of your registration goal.

The set up for canvassing can be replicated for GOTV, so be sure to keep your systems intact. Divide up student heavy neighborhoods by street, assign turfs to different volunteers, knock on every door and ask everyone in the house if they’re registered at that address.

II. Get Out The Vote (GOTV)
The best way to measure your impact is by how many “contacts” you make before the Election, either over the phone or face-to-face.

A. Making the Voter List
First, you need to make your voter list. The basic idea here is that you want to create the largest, most accurate list of students who are registered to vote as you can, so that you can contact them by phone, email, and even face-to-face in the weeks before the election. At minimum, you can build your list through two avenues: through collecting vote pledges from students who are already registered, and through new registrations that you collected during the voter registration drive. If you database and combine both of these lists, then you should have a sizable enough list to do serious GOTV.

B. Week before Election Day
The goal here is to contact, face-to-face and by phone as many people as you can. Here are the three key things we suggest you do.

1. Phone Bank. You should plan to contact half of your voter list through a phone bank that you run from Wednesday to the Monday right before Election Day (excluding Friday and Saturday).

2. Class raps – basically go back to all the classes you rapped for voter registration, this time to remind people to vote. The total number of contacts should equal the total number of people in the classes you rap.

3. Dorm operation – re-activate the system you used for voter registration, this time to hang a flyer on every door and to remind people face-to-face about the election.

4. Canvass door-to-door – again, hit the student heavy neighborhoods around your campus. Have people that are registered sign your voter pledge. Make sure to add all your canvass pledges to your phonebank list so you can reach them one more time by phone before Election Day.
III. Visibility
We suggest having three distinct waves of visibility over the course of the fall. The first wave, from the start of school through the VR deadline, should focus on “Register to Vote.” The second wave, in the two weeks before the election, should be “Election Day is November 7. Don’t Forget to Vote.” Finally, the third wave, on Election Day, should be: “Vote Today!”

In each of these visibility waves, you can use a variety of tactics to create a “buzz” on campus around registering to vote and voting. Some ideas include: having the campus paper include a daily countdown and information on the polling locations; having staffed information tables all over campus, have a big thermometer in the middle of campus that counts down the registration goal, have vans ready to shuttle students to and from the polls, stand at busy intersections with signs, leaflet, chalk, poster, flyer, etc. Materials should contain simple messages and have information on how to vote and obtain information about their choices.

In addition, think of events you can organize to help educate people about the election, such as mock debates, live candidate debates for local races, etc.

Think big here and go for volume. You should set up a team of people who do nothing but visibility, and have their work complement the “elbow grease” that is going on – the voter registration, phoning, canvassing, etc.

Posters, banners and huge props are only one part of the equation – media coverage of your work is equally important in meeting your goals. In the days leading up to the election, be sure to advertise your work through press releases, press conferences, Letters-to-the-Editor and opinion editorials.

Ideas for good press are: a press conference to announce your GOTV push, a release announcing how many registered students are now eligible to vote on Election Day, an on-going series of opinion editorials from student leaders talking about the elections with a youth perspective, Letters-to-the-Editor from new voters talking about why they’re voting in 2006.

IV. Getting it Done—How to Determine Your Recruitment Goals
Eventually, you’ll need to figure this out for each piece in more detail, but to get an overall sense of what you’ll need, you can assume that most of the volunteers who participate in the voter registration drive will also help with the phone banking, raps, dorm operation, and visibility. So, to figure out how many volunteers you need, start with how many you need for the voter registration tabling.

1 person can register 4 voters in an hour and each volunteer will help for about 2 hours on average (some will do much more and many will do less).

So take your voter registration tabling goal and figure out how many volunteers’ hours, then people, you will need. Then figure out how many coordinators you will need. Generally, you will need 1 coordinator for every 5 volunteers.

Once you’ve done this, then figure out what your group can do, and what will come from the rest of the coalition. If things look out of reach, then re-adjust your overall goals or come up with some additional ideas (institutionalization programs, new coalition partners, additional volunteer recruitment) to meet your goals.
V. Institutional Plan
Earlier this year, a number of campuses committed to institutionalizing voter registration on campus, committing to things such as: putting voter registration forms in dorms packets, RAs registering people to vote during initial floor meetings, voter registration forms being handed out along with student IDs, etc.

Your first task is figuring out what your campus has already done.

If the campus hasn’t agreed to any voter registration plans – there are simple things you can do to set yourself up to register a lot of people. Some ideas include:

• faculty giving you access to every class that is taught on campus
• the athletes/cheerleaders registering people at games
• administrators and student government sponsoring a voter registration week

VI. Research/Logistics
At PIRG campus chapters, we’ve already done a lot of the background research for your campus. You’ll be getting a memo on where to get voter registration forms, the process to register people to vote, how to turn the forms in, etc. Your campus report also has information on campus logistics (i.e. posting rules, how to reserve space, etc.) Be sure to read those memos carefully to make sure you’re following the rules and procedures correctly. Additionally, you’ll need to know more information about local issues, campus politics, coalition partners, and so forth. Here is a questionnaire that you should use to help you get going on this.
**CAMPUS INQUIRY**

1. Is there an upcoming campus orientation where we can register voters? If so, when? How many forms are needed?

2. Who are the best campus clubs and organizations to contact about being active coalition partners on voter registration? What is the contact information?

3. Are there faculty who would be interested in working with us on this issue?

4. Do you have any returning core members who are interested in working on this campaign?

5. What are the big events coming up where we could register voters?

**LOCAL RACES**

1. Who are the city councilors and/or mayor from your campus? Are any of them up for re-election? If they are, are they in a challenged race? Who is/are the challenger(s)?

2. Who are the state representatives and senators from your campus? Are any of them up for re-election? If they are, are they in a challenged race? Who is/are the challenger(s)?

3. Who are the national representatives and senators from your campus? Are any of them up for re-election? If they are, are they in a challenged race? Who is/are the challenger(s)?

4. Is there a hot local issue that has got everyone talking either on campus or in the community? If so, who represents the “PRO” side and who represents the “CON” side of this issue?

5. Who should you target for a youth debate on your campus?
Sample Campus Plan
Awesome University

BACKGROUND

• Population 10,000
• Student Coalition registered 2000 people in 2000
• Likelihood that 6700 will register to vote and 5100 will actually vote if we do nothing new from the last election.
• Average class size is 100
• Nothing happened for institutionalization last Spring

GOAL: Raise student turnout in the election by 5%

Registration - 2800
To increase turnout by 5%, we need 500 additional voters, which means we need to register an additional 800 people (500 * 1.62) on top of the ones who will likely register. The campus coalition registered 2000 in 2000, so we’re going to register 2000 plus 800. We’ll get this from:

• Tabling – 1120 (40%)
  - Big events – 220 (20%)
  - Blitz – 900 (80%)
• Class Raps 1400 (50%) – we’ll get 15 registrations/class (100/class * 15%), so 90 class raps.
• Dorm Operation – 280 (10%)

GOTV – Contact 4580 people

• Voter List – 3400 good names on list

2800 registrations plus 1500 GOTV Pledges = 4300 * 80% = 3400 “good” names

• Week Before Phone bank – Contact 1700 over the phone (half of voter list)
• Week Before Class Raps – Contact 9000 people by doing the same 90 classes
• Week Before Dorm Operation – Contact another 280 people by sweeping through the same dorms again, also hang a flyer on every door.
• Day of Precinct Operation – contact 1700 people again on Election Day

Visibility

• Voter Registration Phase
  - 400 posters
  - 4 sandwich boards
  - 10 groups send email to lists – 300 on each listserv = 3000 hits
  - Campus paper does countdown
  - Big thermometer on Quad
  - Press conference announcing our goals/coalition
  - 1 LTE printed per week about our campaign
  - Countdown to voter registration deadline on masthead of paper
• Two weeks Before Election
  - Mock Presidential Candidate Debate – 200 attend
  - Get Mock debate covered in campus paper and community paper
• Week Before Election
  - 3600 emails from voter list
  - 10 groups send email to lists – 300 on each listserv = 3000 hits
  - 400 posters (2 waves of 200)
- 20,000 flyers (2 waves of 10,000)
- 5 banners – 2 artists
- 4 LTEs published
- Article announcing our GOTV plans
- Countdown to Election Day on paper masthead
- Opinion editorials from all the local candidates

Day of Election
- 3600 emails from voter list
- 10 groups send email to lists – 300 on each listserv = 3000 hits
- 4 voter info booths
- 10,000 flyers
- 200 posters
- 2 LTEs published
- Front page coverage of our GOTV efforts
- Opinion editorial from the SGA president

Rough People-power Needs
Overall, need 280 volunteer hours for registration (1120 / 4) = 140 volunteers. From 140 volunteers, need 35 coordinators (140 * 25%)

Breakdown:
- PIRG Chapter: 50 volunteers, 20 of which are coordinators
- Student Government: 20 volunteers, 5 coordinators
- Dems: 20 volunteers, 5 coordinators
- Republicans: 20 volunteers, 5 coordinators
- Alpha Phi Omega: 10 volunteers, 1 coordinator
- Asian Student Association: 10 volunteers, 1 coordinator
- Delta Phi: 5 volunteers
- Circle K: 5 volunteers

Key Coordinator Positions
- Overall
- Coalition
- Tabling
- Phone Bank
- Institutional
- Visibility
- Lists/Logistics

Institutionalization
Get the administration to commit to the following:
- We can register people to vote at orientation
- Three emails from the President urging students to register and vote
- Email from President to all faculty urging them to allow class raps for VR and GOTV
- Register to Vote popup on all university websites
- Allow us to use the alumni phone bank room for all GOTV phone banking
- Strong commitment to do more things on list next November, set it all up by January 07
BUILDING YOUR VOTE COALITION

Having a strong vote coalition is a critical part of the campaign. To run a great voter registration and get out the vote campaign, you’ll need a ton of people involved. Working with other groups will let you reach out to more constituencies effectively, provide the resources to get the job done, help you get key decision makers to help, and get the entire campus abuzz.

You’ll want to work with a ton of people and groups. The core of the coalition should be you and a couple of other groups that are also running the campaign. You guys should meet frequently, share responsibilities and decision making, etc. You’ll also want to work with groups that are less involved, usually because they don’t have the time and resources to run a full campaign in their chapter.

Things to think about before approaching potential coalition partners:
1. Have a clear end goal – what do you want them to do, etc.
2. Identify decision makers and well-connected leaders in student groups
3. Determine the student constituencies targeted by the groups on campus
4. Decide what you want them to do:
   • In-person meeting
   • Provide information/advice
   • Turn out members
   • Pledge volunteer hours
   • Speak to campus media
   • Email list-serve
5. Set goals
6. Create a list of asks (in order of priority)

Building the coalition
1. Make contact (phone, email, etc.)
2. Steps to a productive conversation:
   • Introduce yourself and your organization
   • Quickly explain why you are writing/calling/ stopping by
   • Context your campaign and your goals
   • Pitch what you want them to do/help with
   • Explain why you want them to do what you are asking
   • Listen to their response. Things to listen for/ ask about:
     Are they interested? What do they seem interested in?
     What are their priorities and issues? Are there ways we can help them with their stuff?
     Do they have a process for getting “on board”? What is the process?
   • Arrange for a specific follow up plan.
3. Track your progress
   Keep Track of each conversation, ask, follow-up, and commitment of the partnering groups in the coalition.

Maintaining the Coalition
Maintaining the coalition is equally as important as creating it. Once you’ve had initial meetings with important student groups, the next step is to ensure that partners are trained and have the materials to run the campaign. Then, probably the most difficult task is to hold these groups accountable to their commitments.

Depending upon the role of the coalition partner, trainings may vary. If one group has simply decided to register all of its members, the training may consist simply of voter registration dos and don’ts. If the group has decided to take on the responsibility of an institutional program, the
training will consist of voter registration, streamlining processes for completion and collection of voter registration forms, and a “trainer training” so that coalition group leaders can train their own members.

Holding groups accountable can be a difficult task, but by simply following a few steps, organizers can ensure that their coalitions are successful.

- Get the commitment in writing (fill out a form with the stated commitment)
- Hold weekly coalition meetings and send a representative to each group’s meetings
- Discuss the goals and the progress from the previous week
- Strategize how to meet goals that weren’t met
- Garner media attention around the coalition – this will help ensure that partners are accountable because everyone wants good press
- Plan with the coalition partners – if other groups play an active role in the planning of the campus campaign, they will be much more likely to want to see it through
RUNNING A VOTER REGISTRATION DRIVE

As you can probably tell already, most of the tactics we use to register people to vote and get them out to the polls are similar to what we do on any other campus campaign. Be sure to use your organizer manual as a resource for planning and executing the campaign. That said, a couple of tactics and events are key to a registration drive, so we'll highlight them here. This section includes the following how-to’s:

• How to Organize a Voter Registration “Blitz”
• How to Organize a Dorm Operation for Voter Registration

Why Run A Voter Registration “Blitz”

At first, it might seem counter-intuitive to concentrate all your volunteer efforts into a single week. It’s more logistically challenging, it’s a bigger risk (you could mess up your blitz and end up with very few voters registered), and it seems easier to break things into little bits and do a little bit each day.

The truth is, running a voter registration blitz is the easiest, most effective, and most impressive way to run a voter registration drive. If done right, not only will we smash our goals, but we’ll do it in such a way that motivates the entire campus to go out and vote.

• Running a blitz campaign is more effective – you’ll simply reach more people if you run a blitz. On most campuses, when you table every day, your efforts tend to reach the same small group of people, you tend to start to fade in the background (people see you everyday, after a while, they’ll stop noticing what you’re doing), and it wears people out.

Imagine tabling for 4 hours each day for 4 weeks straight. Whoa. When you run a blitz, you overcome all those challenges – people *notice* you because vote volunteers are EVERYWHERE. Because you’re everywhere, you tend to catch all the people that might not go through the quad, or through the student union. You catch the people the slow and steady approach will miss.

• Running a blitz campaign is more efficient – you’ll spend less time running your voter reg campaign if you register people all in one giant push than if you register people day in and day out for 4 weeks.

Here’s a way to think about it: if your goal is to register 1000 people on your campus, your tabling goal would be 40% of that, or 400 people. To meet that goal, you’ll need to do 100 hours of voter reg tabling. If spent 10 hours recruiting 20 people that could each recruit 10 hours of volunteer time, you’d have 200 hours of volunteer time scheduled – in just 10 hours! To do it the slow and steady model, you’d spend 10 hours each week just setting up and taking down your tables.

• Running a blitz campaign “makes them pay attention” – when you run a campaign where there’s a volunteer on every corner in front of every building for three days straight, the campus notices, the politicians notice, and it builds momentum for your entire campaign.

How to Organize A Voter Registration “Blitz”

The key thing about a blitz is that you are concentrating an immense amount of volunteer power into just a few days, so that the average
student is asked to register multiple times. If done right, you can meet half of your goal on the first day, reach 3/4 of your goal on second day, and be finished on the third day.

This is a pretty big logistical operation, so it is important to have strong organizational systems. There are three forms that you will need:

- Volunteer Grid – this is the form you use to plan the blitz with and track the day to day success of all the volunteers who are scheduled to participate. The grid functions as the nerve center of preparation and tracking.
- Campus Map – you need to map out where the hot traffic spots are and where you want to place your volunteers.
- Daily Scheduling Sheets – these are the forms you and your coordinators use to plug specific volunteers into specific times and days
- Sign in Sheet for Table – this is the form you use to track volunteer show up and registration rates. It is important to train all volunteers on the importance of signing in and signing out. Using this form correctly is important in order to track your progress on a daily basis.

Sample Timeline

Weeks 1-2
- Make sure you and the coalition are talking about the blitz with everyone. Everyone should understand that participation in the blitz is essential for the success of the project.

Week 2
- Do first cut of the blitz plan
- Meet with PIRG chapter and coalition core and agree on the goals, their individual hour commitments and the plan for the next coalition meeting.
- Have 50% of your volunteer hours scheduled
- Phonebank for volunteers

Week 3
- Coalition chair leads group in agreeing on the blitz goals, core group agrees on hour commitments and a plan to sign up rest of chapter, does first pledge drive training
- Trainings and signups at group and coalition meetings
- Have 85% of volunteer hours scheduled
- Phonebank for volunteers

Week 4
- Hold hour and site coordinator trainings
- Have 100% of your volunteer hours scheduled
- More trainings and signups at PIRG and coalition meetings
- Confirm volunteers and host a night-before potluck

Week 5
- Blitz!
- Reminder calls each night to volunteers, and coordinators
- Numbers tracking

There are samples of all these forms in the back of this packet.
How to make the plan

a. Do the Math - to figure out how many volunteer hours you need to schedule to hit your goals:

• Start with how many registrations you need – let’s say 900

• The average volunteer rate will be 4/hr, which means you need 225 hours

• Assume that half of the hours scheduled will show, so you should schedule 450 hours.
  • 225 hours on Day 1
  • 149 hours on Day 2
  • 76 hours on Day 3

b. Do the Grid – to figure out where you are going to get those hours from

• In pencil, list out everyone who is in the chapter, starting from hardcore to the core, all the way down to volunteers. Include yourself.

• Then list people from each of the coalition groups – if you are unsure of this, then simply put in a placeholder, such as “SGA volunteer #1”, “SGA volunteer #2”, until you can actually figure this out with your coalition partners.

• In “Total Hours Needed”, put in the estimated number of hours people could commit to. The upper end is 20 hours, the lowest is 2 hours.

• Layer in how many volunteers you can get from your volunteer list. Add them into your total.

• Do this process until you have the hours you need or until you need to adjust your goal.

• Then break down people’s hours by day. People should do half of their total hours on Monday, 1/4 on Tuesday and the rest the rest of the week.

c. Set up two thermometers on the wall: one for the blitz goal and one for the total number of hours needed to schedule.

d. Congratulations, you’re now ready to start building momentum!

How to Build Momentum Around the Plan

a. Meet with your group and coalition core. The goal is to reach agreement on the goal and the plan, settle on the core’s final commitment, and rollout the plan to the core and beyond. Start from the plan you made, and go from there

b. The lead students need to plan the drive with the core. The goal here is also to reach group agreement on the goal, group understanding of the people power it will take to reach the goal, settle on the group commitment’s (including specific signups), and doing a training that the core will roll out to different organizations.

c. Core members do pledge drive briefings, signups and trainings at every organization meeting.

d. You should both do signups yourself and drive all the organizing that is going on at this point.

e. Help people schedule as many of their hours on Monday and Tuesday as possible. Ideally, 1/2 of all the hours scheduled are for Monday, 1/3 for Tuesday, final 1/6 on Wednesday.

f. Tips for success:

• Make sure that you and everyone who is engaged in signing students up for the drive is contexting the blitz very thoroughly, why we’re doing it, how this is core to everything we are doing, what our goals are, why we
need that person’s help, and what that person will learn from participating.

- Use the grid exclusively to track signups and make sure everyone has ownership over the grid and the goals behind it.

- Update the office thermometers daily.

- Get specific signups from people as soon as possible.

- Have coordinators for each day of the drive, student coordinator for the trainings, for recruitment, for reminder phonebanks

- Do some early reconnaissance work of the campus to scope out the best places to register students to vote. Have a campus map with all the best sites numbered to make sure you have good places for all the volunteers you have scheduled.

- Be urgent and compelling, but not stressed out.

### Training Volunteers

Bottom line – the better trained your folks are, the better the drive. The best place to make this successful is in the first six weeks of the term – running a good recruitment drive, making the first few campaign events successful are the best opportunities to make sure your students are trained well.

That said, it is important to run trainings early and often and to train the core to run good trainings as well. Your goal is to make sure every volunteer has been through a training BEFORE the beginning of the drive. You should do at least three major trainings:

1. At PIRG and coalition core meetings
2. At PIRG project group meetings
3. At other organization meetings
4. The night before the kickoff
5. A coordinator training the weekend before the blitz

### During the Blitz

#### A. Tips to drive momentum

- Set Goals. Check progress. Huddle volunteers to give/get updates. Set hourly goals for yourself and volunteers, reiterate tips to successful pledging, do a rally cry and go out and make them happen. Check back in 1-2 hours, compare results, take a fast snack/water break and do it over again.

- Spend as little time as possible training people (they should have already done a training) or dealing with smaller glitches. During the day focus on setting the example and building momentum among the people who are out there.

- Do figure out small ways to help people get their rates up, so long as it doesn’t keep you from getting your 50/day.

- Track your volunteers. Make sure the sign-in sheets are being filled in correctly.

- Huddle the core/hardcore each night to check
in on our progress, celebrate our successes and set/reset goals for next day.

7. Have one person responsible for checking with all volunteers – giving pointers, doing trainings, giving updates on progress. This person is very effective if they also are handing out candy.

**Evening checklist**
Remember that you don’t necessarily have to do all of this, you just have to organize to make sure this is happening and, bottom line, make it happen.

1. Complete the hours done/rate on The Grid – you do
2. Complete your daily tracking numbers. – you do
3. For both forms, part of what you’ll be looking for is the volunteer rate overall, and for individuals. – you do
4. Confirm volunteers for tomorrow. Work to get people with high volunteer rates out in the field tomorrow, as they will help you build momentum. – delegate, but make sure it happens
5. Make sure VR cards are stored somewhere very safe. – you do
6. Copy all the voter registration cards (if legal).
7. Database.
8. Go have fun, get some sleep, etc.

**How to Run a Dorm Operation**
You can probably meet 10% of your registration goal from a dorm operation, in which you build a network of dorm residents who canvass their floors. You can also use this dorm network to help remind people to vote right before the election.

Since many schools only allow dorm residents to go door to door in the dorms, you need to set this up accordingly. This works best when you set up a system where you recruit dorm residents to be responsible for their individual floor (floor captains), and assign one of those floor captains to also be responsible for meet the goals of the entire building (building captain).

**Steps to organizing this:**

1. Figure out how many doors you need to knock on in order to meet your registration goal. You can expect to register one person for every four doors you knock on. So, if your goal is to register 200 people in the dorms, you need to knock on 800 doors.

2. Figure out how many dorms you will need to canvass in order to knock on that many doors. Figure out how many dorms there are, how many floors are on each dorm, and how many doors on each floor. So, for example, let’s say that each dorm has five floors with 24 rooms per floor. That’s 120 doors per dorm, which means that you will need to canvass about seven dorms.

3. Figure out how many “captains” you will need. Since at most schools, only residents can canvass, you should work to recruit one resident for each floor. In this example, you have 35 floors to cover in seven buildings, so you should recruit 35 “Floor Captains”, with one of those captains doubling as a “Dorm Captain” responsible for working with the other floor captains in the building.

4. Make a chart to help you keep track of which dorms and floors you have covered and which ones you still need people for.
5. Recruit floor captains! A few suggestions on how to do this:
   - Go to the RHA meeting and pitch RAs signing up as floor captains
   - Make announcements at different student organization and PIRG chapter project group meetings.
   - Phone bank general interest cards filled out by underclassmen
   - Table/clipboard in front of dorms in the evening – ask people to take on leadership.

6. Do a training for floor captains. Here’s a sample agenda:
   - Context for project
   - Campus goals, how the dorm operation will fit in
   - How to canvass – demonstrate and practice once or twice
   - Record keeping
   - Turning forms in

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RUNNING A GET-OUT-THE-VOTE OPERATION

This section goes through the main parts of your GOTV operation:
A. Making the Voter List
B. GOTV Phone Bank
C. Class Raps
D. Dorm Operation, Round II

Again, your organizer manual is also a great resource for the tactics of the campaign. Below, we’ll highlight a couple of tactics that are not well covered in the organizer manual.

Making the Voter List
Making the voter list involves the following steps:
1. Gather voter pledges.
2. Database your GOTV pledges
3. Database your voter registration forms before submitting them to the county
4. Try to “de-dupe” the list (remove duplicate people), depending on your technical capabilities
5. Sort the list by address and polling place. This is important so that when we call and email them, we can tell people exactly where their polling place is.

Databasing
Databasing is fairly easy, but it is time consuming and prone to errors. There should be someone in charge of the databasing tasks, recruiting and training volunteers, and making sure there is a tight system of quickly databasing information and storing it safely. A few suggested steps:
• Have a system for databasing new GOTV and registration forms every day they are collected to avoid a backlog. Have a computer available for databasing at all times, with the file easily accessible by volunteers.
• Save and backup everyday.
• Don’t do all of this yourself. One volunteer can database 50 names in an hour, so if you need to database 4000 names, you need 80 volunteer hours. Recruit for databasing just like you would any other activity.
• Have a fail-safe system for storing GOTV and registration cards safely, and clearly marking the ones that have been databased and the ones that have not been databased
• Have a system for backing up the database daily on multiple disks, clearly marked and labeled with the date on them. Store these disks outside of the office.
• Know the correct address for all on-campus housing, so you can easily enter them without looking it up.
• Have all of these systems clearly written down on paper and posted by the computer.
• Train all of your volunteers on how to do this and check in frequently.
• Have a database coordinator – they should check the database each night to make sure the database is complete and accurate.

GOTV Class Raps
You can assume that 60% of all the professors who allowed you to do a voter registration rap will allow you to return for a GOTV rap. Assum-
ing you set this up well, all you will need to do is make sure you have all of your now-seasoned rappers ready, and to send an email to all the professors reminding them that you will be coming. This is best done by asking the professors if you can do two raps the first time you call.

GOTV Dorm Operation
Like class raps, if you’ve already set up and executed this during the voter registration phase, then all you should need to do is re-assemble your dorm team, do another training on what to do, and send them all out. The difference this time around is that each floor captain will put a flyer on each door, have a slightly different pitch, and track a slightly different set of things than during the voter registration phase.

Canvassing Door-to-Door
This is easy – use the same turfs you cut for your voter registration project. This time, the volunteer leaves a leaflet at each door and asks people to sign a voter pledge.

In order to further the campaign on campus, we need to make it visible. Each organizer should implement the following visibility tactics:

- Letters to the Editor
- Articles in the campus paper
- Email
- Flyers/Posters/Banners
- Others: get creative. Some schools are hosting debates, info booths, contests, etc.

The New Voters Project can provide you with banners, stickers, t-shirts, buttons, posters and more to raise the level of awareness for youth voting.

Also, be sure to database the emails from your pledge to vote cards, so you can send out email reminders about upcoming events and Election Day information.

Finally, get the campaign in the news. You should be getting letters to the editor sent in and pitching the reporters to do stories on NVP/youth voting/youth registering. The central New Voters Project will be sending out samples of letters and press releases for you to send out.

There are samples of LTEs, opinion editorials, and press releases in the back of this packet.
INSTITUTIONALIZING VOTER REGISTRATION PROGRAMS

An institutional voter registration program is any program to register voters and get them to the polls that is sponsored and implemented by an institution.

The ideal scenario for this fall would be that on the first day of class, every student on every campus is asked to register to vote. Although the list of potential institutional programs is endless and varies from campus to campus, ideas include: residence hall advisors register and collect forms from incoming residents, forms are collected by the registrar with class registration, professors take the first 10 minutes of each class to ask their students to register, or a representative asks them to register to vote when students pick up their IDs or dining cards.

In addition, registration efforts through institutional programs can also continue through the registration deadline. The campus could potentially commit to a certain registration goal and strives to hit it by:

- Sponsor events/competitions
- Tables set up at key moments on campus
- Registration thermometers on campus
- Campus paper runs announcements about registering

As important as an institutionalized registration effort is the potential for the campus to assist with get-out-the-vote efforts. For example:

- School updates voter list with current student contact information
- Day off for students to vote
- School sponsors GOTV phone-bank
- School sponsors busses to the polls
- Ads in papers for free
- Banners and visibility and posting of polling places
- Hold educational forums
- Promotes and hosts rallies and walks for door-knocking
- School uses campus emails to remind people to vote

Proposing a Program to Campus Administrators

In order to propose an institutional program to campus administrators, organizers should keep in mind a few key guidelines. It is important to be professional, serious, legitimate, and enthusiastic about the campaign and to inform administrators of how the campaign will involve and affect students.

Steps to Involving the Campus Administration:

1. Identify influential campus administrators and call to set up a meeting (be persistent – sometimes this can be the hardest part!)
2. Conduct the meeting
   a. Be Professional
   b. Introduce yourself and provide an overview of the project and why you need their help
(problem/solution and the goals for the campus)

c. Indicate how the project can directly affect their students and the campus (lots of potential media attention...)

d. Get feedback/ideas on how to meet the goals on their campus and ask what we need to do to set up the program

e. Have a plan and specific asks

f. Get a commitment

g. Explain the next steps

h. Provide a concrete follow-up plan

3. Follow-Up

Once you’ve garnered the support of the administration and a commitment, it is imperative to be persistent and follow-up to ensure that the program becomes effective. As an organizer, it is your responsibility to ensure that the people administering the program are trained and have all the materials necessary to make it happen. Many administrators will take this on themselves, but it is essential that the organizer make certain that everything is set up and managed properly. In addition, the organizer must devise a system for collecting the completed voter registration forms. Generally, this task can be completed by an intern or volunteer, but having a streamlined process that is understood by everyone involved in the program will guarantee that the forms are completed and submitted properly.
RAPS AND MATERIALS

- Sample Raps
  - Sample Tabling Pledge Rap
  - Sample Tabling Voter Registration Rap
  - Sample Faculty Calling Rap
  - Sample Phonebank Rap
  - Sample Class Rap

- Sample Materials
  - Sample Faculty email
  - Sample Institutional Plan
  - Sample Endorsement Letter
  - Sample Press Release
  - Sample Letter-to-the-Editor
  - Sample Opinion Editorial
  - Sample Volunteer Grid for Voter Reg/GOTV Blitzes
SAMPLE RAPS

Tabling Rap for Voter Pledges

Hi! Will you sign a pledge to vote?

Pledge Rap
I’m _________ with XXPIRG. We’re getting students to pledge to vote because politicians spend most of their time talking about Medicare and Social Security [insert local issue here]. That’s not so surprising because older people vote almost three times as much as we do. We’re getting XXXX to pledge to vote on campus to get them to pay attention to us. Will you pledge?

<hand over the clipboard.>

Volunteer Ask
Like I said, I’m with XXPIRG, and this is just one part of our campaign to get politicians to pay attention to us – we’re going to be registering _________ students to vote, holding educational events, working with the media and turning out everyone we contact to vote come Election Day. We have big plans, and to make it all happen, we’re looking for people to volunteer. Are you interested in getting involved?

People can volunteer for an hour or two, or they can intern for course credit.

Just check off the volunteer box and we’ll get in touch with you!

Common Responses

1. I don’t have time/In a hurry
Response – that is fine, it only takes a minute to fill out the form and the elections are coming up soon so we need to register as many young people as possible. So... why don’t you fill out the form real quickly and we can make sure the politicians are paying attention to us and our issues.

2. I don’t want to vote
Response- If we can at least get you registered you’ll have the chance to decide later and you might change your mind. So... why don’t you fill out the form real quickly and we can make sure the politicians are paying attention to us and our issues.

3. I think I am already registered
Response – ask question – at your current address? Have they moved since they last voted? If so they need to re-register. OR When was the last time you voted? If it was the last general election or closer – assume they are. If they can’t remember or they haven’t voted in more than 4 years – ask them to register.

4. Can I take the form and send it in?
Response – of course, but we will make sure your form gets into the right place and you get registered on time, so it is easier to do it right now. We are working to register and turn out a record number of people so that we can make sure the politicians are paying attention to us and our issues.
Useful Points

• Only 19% of young people voted in 2002, while 50% of people over 30 voted.

• We’ll be registering ____________ new voters here at ____________ and reminding them to get out and vote.

Sample Tabling Registration Rap

OUTLINE

• Greeting

• (While they’re filling out the form) Explain what we’re doing and ask if they’re registered to vote at current address

• Pitch volunteer opportunities

• Register them to vote, if they are not registered

• Hand over materials

Hi! Are you registered to vote (at your current address)?

<hand over the clipboard. As they’re filing out the form>

Great! I’m ______ with XXPIRG/the New Voters Project and we’re registering students to vote so more of us vote and get politicians’ attention.

To make that happen, we need to register and turn out XXXX voters on campus, and we’re looking for volunteers to get involved to make our campaign effective. Are you interested in helping out?

Great! Just check off what kinds of things you’d be interested in helping out on and we’ll get in touch with you!
SAMPLE FACULTY CALLING RAP

Hi, Professor ______? Hi, this is Dave Rosenfeld with CALPIRG, the student group. How are you doing today?

Great. I was calling because we’re running several projects this quarter to register XXX UCSD students to vote, lower textbook costs and help the homeless.

In particular, we’ve found that educating students about the election and registering them to vote in class is one of the best ways to both boost voter registration rates and inform students of ways they can get involved. I was wondering if we would be able to do two short presentations in your class(es) – the first to recruit students and the second to register them to vote. It should take 5-10 minutes to do.

Wait for response, then set up the class rap if they say yes.

Great, thanks! Also, we have an internship program here on campus, in which students may earn course credit working on a CALPIRG project. Interns work closely with our professional staff and have a faculty sponsor. I am wondering if you may be willing to sponsor a CALPIRG intern?

They’ll probably be open to it, want more info, and have some stipulations.

Okay, great, I’ll bring you some information about the intern program when we come make the announcement. We’ll see you at <DATE/TIME/LOCATION(S)>.

Talk to you soon!

Class Announcement Talking Points

Intro and about PIRG: (1 minute)

- Thank professor and introduce yourself.
- CALPIRG is a statewide student-directed and student-funded group working to solve real social problems. Everyone is always talking about the problems, but we’re more interested in finding solutions – to global warming, to hunger and homelessness, to textbook ripoffs, you get the idea.
- The thing that makes CALPIRG effective is that 30,000 UC students have all come together to pay a little bit extra on their term bills [insert your state funding piece] to hire our own professional staff – scientists and lawyers and organizers who work for us to help us research solutions, write bills, run local and statewide campaigns, and even lobby our politicians in Sacramento and Washington DC full time on our behalf.
- So between all of our awesome volunteers and our awesome staff, we get a ton of great stuff done – [Insert recent accomplishment]

Lead Campaign: Problem and Solution: (1 1/2 minutes – you can also use helpful statistics below)

- One big problem we’re tackling this fall is how to make politicians pay attention to us.
- There’s a big election coming up in November, and all the candidates are talking about issues like [insert real example from your state], rather than issues that we really care about.
- But that’s not very surprising, because old people vote almost 3 times more often than...
young people. It’s pretty simple, if more young people voted, then we could also make politicians pay attention to us.

- So that’s what we’re doing – we’re registering students to vote and then reminding them to get out to vote on Election Day. Here in [State], our goal is to register [state goal]. Here at _______ we will do ________. And students are running this project on about 70 universities in 25 states around the country. It’s the largest youth voter mobilization campaign in history.

- We have a lot of work to do, and so we need your help to make it all happen.

Involvement: (30 seconds)

- There’s a bunch of ways to get involved. The best way is to do an internship for course credit (describe quickly). If you don’t have time to do an internship, that’s fine, we love volunteers.

- If interested, fill out the volunteer card I’ve passed out (hold up the card), with your name and number and check off the issues that interest you. We’ll get in touch and let you know how to get involved.

Personal story: (30 seconds)

I got involved because...

Wrap up:

Thank you, Professor, for the time. Please pass the voter registration forms and cards over to the aisles so I can collect them on my way out.

Some potential statistics/talking points about the New Voters Project:

- Since 1972, voting turnout has dropped from 50% to 36% among citizens aged 18 to 24
- 50% of people over 25 turned out to vote in 2002, compared to 19% of 18-24 year olds

Sample GOTV Phonebanking Rap

Hi, is ________ there?

Hi, how are you? My name is ______________ from the UCSD New Voters Project, how are you doing? Great!

I’m calling to remind you that next Tuesday, the 11th is Election Day, and I wanted to really encourage you to go vote! Are you planning on voting next Tuesday?

Great! We think its really important for as many students to vote as possible because politicians tend to talk about issues that mostly concern older people, which is not surprising since senior citizens vote three times more often than students. When students vote, we can make politicians pay attention to us.

Do you know where your polling place is? <If not, tell them> Do you have any questions for me?

OK, please get as many of your friends to vote as possible. Have a great night!
Sample Volunteer Phonebanking Rap

Hi, is _______ there?

Hi, this is _______ from XXPIRG. How are you? Great! I’m calling because you filled out a volunteer card [in your class/at our event] and I wanted to tell you a little bit more about what we’re working on. Do you have a minute?

As you know, our big campaign is the New Voters Project – it’s our strategy to get politicians to pay attention to us. These days, candidates talk about issues older people care about – Social Security, Medicare, property taxes. Their focus isn’t all that surprising – we don’t vote and senior citizens do. In this upcoming election, if we don’t do anything about it, old people are almost 3 times as likely to vote as we are. We’re changing that by registering _________ young people and turning out _____ ______ voters before Election Day. We know those kind of numbers will grab their attention.

Does that sound like a campaign that you’re interested in working on? Great!

Cool. So let me tell you more about what we’re doing.

Voter Registration and Get-Out-the-Vote: The first step to voting is being eligible, so we’re part of a huge statewide effort that will register over XXXXX young people to vote – we’ll register people through class presentations and a huge voter registration drive, and as Election Day draws near we’ll also reach out to the voters we registered and get tens of thousands of them out to vote on election day. Here at _________ we will do _________ ____, and we’re starting it all off right away.

Is this an effort that you’d like to be involved in?

The best way to get involved and learn more about the campaign would be to _________.
Do you have an hour to volunteer?
If yes: Great! We’re going to be at _________ ____ (location). When could you come by?
If no: No problem. Would you have time some other day this week to help out? Great! We’re doing _____________ event on _____________ from ________ to ________. Can you help out for an hour? Great!

Okay, so we’ll see you on ________(day) at _____(time) at ________(place).

Great! Have a good night!

Tips:

1) Be friendly and conversational.

2) Listen actively to people and be sure not to interrupt if they are talking.

3) Keep good records on the back of the interest card.

4) Only count definite yeses as a “yes”. Anything else is a “maybe” or a “no”. Separate these into separate piles so we can count how many people say they are definitely coming

5) Our office number is _________, in ________ ___. Weekly meetings are __________ at __________.

6) The next upcoming events are (include day/time/location/descriptions):
GOTV Class Rap

Hi everyone! I'm __________, with XXPIRG/New Voters Project. I just want to quickly remind you all that Election Day is next Tuesday and I urge all of you to get out there and vote!

I know that many of us don’t think politicians talk about issues that are relevant to young people. They tend to talk more about issues like prescription drugs and social security than about stuff like higher education. But that’s not surprising, really, since young people don’t vote. Meanwhile, 50% of senior citizens vote!

Let’s make them pay attention to us by getting out there and voting next Tuesday! If you are unsure where to go vote, there will be information booths all over campus to give you directions. You can also call <number> with questions.

See you all next Tuesday at the polls!

Do you know where your polling place is? <If not, tell them> Do you have any questions for me?

OK, please get as many of your friends to vote as possible. Here’s a flyer and have a great night!
Dear Professor,

I hope you had a relaxing summer! I am Jennifer Tung, the internship coordinator with the UCLA CALPIRG chapter – the student service-learning organization on campus. I wanted to take a moment to quickly fill you in on CALPIRG’s Fall 2006 program and also see if you would be willing to allow us to make a 3-5 minute presentation in your classes this semester.

Our main effort is the New Voters Project. We’re working with a coalition of other student organizations, including USAC and the Democrats and Republicans, to register XX UCLA students to vote, and then contact XXX UCSD students face to face and over the phone before the election. We’re also working on projects to lower textbook costs, help the homeless and restore area waterways. Students can either volunteer or intern for credit with CALPIRG on this project.

One of the best ways to register students to vote and inform students about ways they can help with this project is to have students complete a voter registration form in class, along with a brief presentation. It should take about 5-10 minutes to do.

Would you be willing to allow us to register your class to vote?

If so, thank you! Could you just email me the day, time and location of your classes? I will send you a note to confirm that we are coming to your class.

Also, you may know that CALPIRG has an internship program in which 15-25 students earn course credit each quarter working on a CALPIRG project with the oversight of CALPIRG’s professional staff and a faculty sponsor. I was wondering if you would be interested in sponsoring an intern this quarter. If so, I will send you some more information about the program.

Finally, the PIRGs currently have full-time entry level positions open for college graduates all over the country, including California. I was wondering if you could recommend to me any graduating seniors who may be interested in doing public interest work when they graduate?

I will give you a call to follow up in a day or so. I can be reached at 6-4439 or jennifer@calpirg.org. Thank you and I look forward to speaking with you soon!

Jennifer Tung
CALPIRG at UCLA Internship Coordinator
SAMPLE TEMPLATE—INSTITUTIONAL VOTER MOBILIZATION

The recommended institutional program has 3 parts: registration, voter list development, and get out the vote. With institutional support and resources behind these three components, we can register, track, and turnout record numbers of young voters in the 2006 elections and beyond, making a significant impact on youth voting and democracy.

Part 1: Registration

• Create a single web site as a registration point for all campuses

• Have registration forms available at key locations such as the student ID office, the parking office, the library, computer centers, with drop boxes for students.

• Have staff trained to ask students if they are registered to vote.

• Use pop-up ads with the Rock the Vote flash registration system at certain points in the school registration or class schedule process. Options included;
  
  Affirmatively ask the question about registration as a part of registration for classes. If they say yes, they get the pop up flash file from RTV, if not, then they move on through the registration process.

  All students could be asked to sign up for more information about voting and voting logistics from the New Voters Project or other source.

  Pop ups in Computer lab, web mail system, or on “Blackboard”

  Include the pop-up registration opportunity

• Include registration in move-in packets

• Include a more hands-on registration activity at orientations and other similar sessions that happen before the start of the school year.

• Institutional support:

  An e-mail from the college president

  Letter to the school from the president in the school paper

  Faculty Senate asks all faculty to give up 10 minutes of class time

  University creates some rewards system for fraternities, sororities and student organizations that do registration.

• Ask student lenders to make registration available when the prom-note is being signed

• Community Service opportunities: making registration volunteering an option for any service requirement
• Develop systems for collecting contact information for those that register, keep copies of all the forms, etc. so that students can be encouraged to vote after they have registered (MOST CRITICAL STEP)

**Part 2: Creating the Voter Database**

• Provide student directory in electronic format to GOTV organizers so that it can be matched with County registration files for GOTV in order to create most up-to-date voter list for mobilization purposes.

**Part 3: Get Out the Vote**

• E-mail reminders, polling station reminders

• Requesting polling stations on campus

• Establish early voting locations on campus in coordination with the County. Could include events such as home-coming that have big crowds gathered.

• Provide transportation for hard to reach polling locations.

• Giveaways on election day to raise awareness

• Use alumni phone banks for GOTV efforts in the week leading up to Election Day.

• Offer course credit for any student who will be a precinct captain that does student turnout on and leading up to Election Day.
XXPIRG New Voters Project Endorsement

Democracy is strongest when all its citizens participate, and for too long young people haven't been full participants.

The best way to counteract that trend is to get political leaders to pay attention to young people and their issues. The goal of XXPIRG's New Voters Project is to demonstrate that young people are a viable constituency that can be mobilized by registering, educating and mobilizing hundreds of thousands of young people.

By increasing the number of young people voting, we'll be able to make sure that our issues are addressed and that politicians start taking young people's opinions seriously.

In 2004, the New Voters Project succeeded in becoming the largest grassroots youth voter mobilization effort in this country's history. Our work helped turn the tide on declining youth voter turnout. In 2004, youth turnout increased to 47 percent - an eleven percentage point increase over 2000 - with an astonishing 11.5 million 18- to 24-year-olds casting ballots. Then again in 2005 we turned out amazing numbers of young people in the two gubernatorial elections. The youth vote increased by more than 19% in New Jersey and by more than 15% in Virginia compared to the last gubernatorial election in 2001.

2004 and 2005 have started to show that involvement will carry through to the voting booth. But two elections are not enough to convince politicians that they need to prioritize young people. To do that, we'll have to continue voting in record numbers, which is what this year's New Voters Project is all about.

I strongly endorse the efforts of XXPIRG to register, educate and mobilize young people to get politicians' attention.

As an endorser, I will participate in (choose as many that apply):

- Voter registration events
- Institutionalizing voter registration on campus
- Dispersing voter education materials
- Allowing registration presentations in classrooms/meetings/events
- Planning/holding educational events
- Get-Out-The-Vote events

Name: _________________________________   Title: ______________________________________
Phone: ________________________________    Email: _____________________________________
Comments: _________________________________________________________________________
___________________________________________________________________________________
--------------------------------------------------------------------------------------------tear off --------------------------------------------------------------------------------------------

New Voters Project Endorser Reminder

I endorsed the XXPIRG New Voters Project! As a part of the campaign to get politicians to pay attention to young people,

I agreed to: ________________________________

XXPIRG's New Voters Project is a non-partisan campaign dedicated to increasing voter turnout among 18-24-year-olds.
You can stay in contact with XXPIRG by calling XXX-XXX-XXXX or emailing xxpirg@xxpirgstudents.org.
Thanks for being a part of our campaign to get politicians to pay attention!
YOUNG PEOPLE ARE MOBILIZING THE YOUTH VOTE IN VIRGINIA

With less than nine weeks until Election Day, students and organizations are working hard to register young voters

RICHMOND, VA (September 16, 2005) --- With less than nine weeks to go until November 8, Election Day, Virginia is buzzing with activity as students and organizations seek to register and mobilize young people on college campuses and in communities across the Commonwealth.

The Student PIRGs’ New Voters Project is working with statewide and campus organizations on eight college and university campuses in Virginia to register and mobilize 10,000 young people. PIRG New Voters Project organizers have been coordinating with Student Government Associations and other student-led organizations to build strong, campus-wide coalitions that will appeal to the widest possible audience. Those campus youth-vote coalitions will run voter registration drives, assist students in voting by absentee ballot, and make 10,000 Get-Out-The-Vote (GOTV) contacts in a coordinated effort to turn students out on Election Day. So far, the Student PIRGs’ New Voters Project is working at the University of Virginia, Virginia Tech, Old Dominion University, James Madison University, George Mason University, Northern Virginia Community College, Virginia Commonwealth University and the College of William & Mary.

At the University of Virginia, the Student PIRGs’ New Voters Project is coordinating with the Center for Politics, a non-partisan, non-profit organization based at the University, in Charlottesville. The Center led the voter registration efforts at the University of Virginia last fall and is spearheading a campus coalition once again this year. “This fall will be another key opportunity to engage young people in the political process - based on what we’ve been hearing on campus, students are ready to be involved with this election,” said Holly Hatcher, the Assistant Director of Programs at the Center for Politics.

College Junior Karl Bach, a student senator at George Mason University and a PIRG New Voters Project Coordinator said, “Right now politicians aren’t giving priority to issues that are important to students. If we want them to listen to us, we need to make them pay attention by voting this November. A big voter registration drive is a great way to get a lot of kids involved— already our coalition includes Residential Life, the GMU Student Government, the Provosts’ office, the Department of Government, and the Greek system. We’ve set a goal of registering 7% of GMU students – everyone is pumped about this, we’re going to crush our goals.”

Generation Engage is working to register and mobilize non-college youth; historically a more difficult group to organize. Employing young people who are local to the communities in which they work, Generation Engage organizes events and activities that utilize the existing connection between G.E. Project Coordinators and the youth population in their own community. “Dunk the Vote, a day-long basketball tournament and voter registration drive on September 24, is a just one example of the creative ways we plan to engage non-college youth in the greater Richmond community,” said Chris Lewis, the Virginia Program Coordinator.

Ben Unger, the Student PIRGs’ New Voters Project Field Director, along with several other organizations, is planning two state-wide trainings for students this fall – the first teaching students how to run a voter registration drive, the second, briefing students on how to run a good GOTV operation. Karl Bach is already taking advantage of the training resources that the Students PIRGs’ New Voters Project provides: “Sarah and Liz are great – they helped set up a phone bank on campus, which will be essential to have during GOTV. They trained me how to run an effective phone bank and now I’m passing that knowledge on to other students.”

The Washington Post’s latest poll indicates that only four percentage points separate Republican Jerry Kilgore and Democrat Tim Kaine, with five percent going to Independent Russ Potts, and nine percent remaining undecided (+/- 3 percentage points). Dr. Larry Sabato, the oft-quoted founder and director of the Center for Politics at UVa, who is equally well-known for his “Crystal Ball” electoral predictions, sees this race as a “toss-up”. In a close election like this one, young people could be an important swing constituency that garners significant attention down the stretch.

“We want political parties, candidates and opinion leaders to pay attention to young people,” said Mr. Unger. “By registering students to vote, mobilizing them through tried-and-true grassroots tactics, and encouraging the candidates to speak directly and purposefully to young voters about issues they care about – like the skyrocketing costs of higher education, the war in Iraq and Hurricane Katrina – we are confident that young Virginians will be significant players in this election.”

Last fall, turnout among 18-24 year olds surged 11 percentage points over the 2000 election, while turnout rates among other age groups increased by only four percent. And though young Virginians turned out at a lower percentage relative to the national average, even a small increase in their participation could have a sizeable impact in this election. As both parties gear up for the midterm elections in 2006, all eyes will be on Virginia to gauge the burgeoning power of the youth vote.
Sample Letter-to-the-Editor

Clifford Cumber’s “Plumbing the Minds of Youth” (Aug. 4) was on the mark in many respects, particularly in noting that candidates ought to reach out to young voters by talking to them about substantive, relevant issues.

Unfortunately, Mr. Cumber’s very first line, “Young people tend not to vote. It’s just a fact of political life these days,” is outdated and inaccurate. Today’s young people are voting in increasingly large numbers: In 2004, turnout among 18 to 24 year olds jumped an unprecedented 11 percentage points nationwide and 12 points in Maryland -- that’s nearly three times the increase among all voters. More voters under 25 cast ballots in 2004 than at any time in the past 35 years.

What’s more, turnout among college students -- the group that Mr. Cumber is writing about -- is estimated to be comparable to that of older voters. 2004 post-election surveys by CIRCLE at the University of Maryland and the Eagleton Institute at Rutgers University found student voting rates from 77-87 percent, about the same as college-educated older voters.

Please don’t play into the old “youth apathy” stereotype. It’s not accurate anymore. This generation of young people is paying attention, engaged, and turning out to vote. Given our huge numbers, we can make a big difference in elections, both in Maryland and across the country.

KATHLEEN BARR
Young Voter Strategies
The George Washington University

Sample Opinion Editorial

Barriers to Student Voting
Published: September 28, 2004

In the last presidential election, about 37 percent of citizens between the ages of 18 and 24 voted, a sharp decline from 1972, when more than half did. The relatively low participation rate of young people is often attributed to apathy or the distraction of other things in their lives. But a lack of support, and sometimes outright hostility, from elections officials is a significant factor. With issues like the Iraq war and budget deficits that could last for decades in the forefront of the presidential campaign, young people have more reason than ever to fight for their right to vote - and to cast their ballots on Nov. 2.

It is nice to think that elections officials want to do everything they can to help young voters. But the truth is, many cities and towns with colleges and universities regard student voters - who are more transient than the average resident, and whose political views also may be different - as a challenge to the established order. As a result, local elections officials often discourage students from registering and voting from their campus addresses, even though the Supreme Court has ruled that they have the right to do so.

In Texas this year, a county district attorney threatened to prosecute students from Prairie View A&M University if they tried to register. The students had to file a lawsuit before he withdrew the threat and apologized. A student at Hamilton College in Clinton, N.Y., was told that he was not a “permanent resident” and had to vote from his parents’ home in another state. And a Fox affiliate in Tucson recently carried a report quoting an elections official who warned, falsely, that Uni-
versity of Arizona students who registered from their dorms might be committing a felony. Even when they are not actively discouraging young voters, election officials are often unwilling to take steps to make it easier for them to vote. They often resist appeals to put polling places on campus, one of the best ways to make students feel included in the electoral process. And they devote too few resources to registration drives among students, whose rapid turnover makes them a group that requires special attention.

College and university administrators also bear some of the blame. Under the Higher Education Act of 1998, colleges and universities receiving federal funds must make a good-faith effort to distribute voter registration forms to every student, and to make those forms widely available on campus. But a newly released study by Harvard University’s Institute of Politics and the Chronicle of Higher Education found that fewer than 17 percent of schools are in full compliance, and one-third are not even making minimal efforts.

An array of public-minded groups, like the New Voters Project, Declare Yourself and Rock the Vote, are working this year to register and mobilize young voters. Their efforts are much needed, and they appear to be paying off. The nonpartisan New Voters Project says it has already registered more than 122,000 young voters in Wisconsin, where the margin of victory in the 2000 presidential race was fewer than 6,000 votes. But these groups are reporting that elections offices in several states have a large backlog of registrations to process. These offices should immediately hire temporary workers, if necessary, to ensure that everyone who met the registration deadline is on the voting rolls by Nov. 2.

Grass-roots efforts like the New Voters Project are important, but reaching out to young voters should not be left to volunteers. Elections officials and institutions of higher education must do more to remove the barriers that still too often stand between young people and the ballot box.

© New York Times, September 28, 2004
## Sample Volunteer Grid for Blitz

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